

## Message Text

UNCLASSIFIED

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72

ACTION ARA-10

INFO OCT-01 ISO-00 EB-05 RSC-01 DRC-01 /018 W

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R 051615Z FEB 74

FM AMCONSUL GUAYAQUIL

TO /USDOC WASHDC

AMEMBASSY BUENOS AIRES

INFO AMEMBASSY QUITO

AMEMBASSY MONTEVIDEO

SEC\*TATE WASHDC 3060

UNCLAS GUAYAQUIL 117

BUENOS AIRES FOR TRADE CENTER

E.O. 11652: NA

TAGS: BEXP, AR, UY, EC

SUBJ: FISHING/FISH PROCESSING CATALOG EXHIBITION

REF: A) STATE 017841; B) BUENOS AIRES 690 (NOTAL);  
C) A-9166, SEPTEMBER 9, 1972

1. POST APPRECIATES DEPARTMENT'S SUPPORT FOR EXHIBITION IN GUAY-AQUIL. DATES APRIL 24-26 SATISFACTORY BARRING CONFLICT WITH OTHER EVENTS IN FISHING INDUSTRY. WE WILL CONFIRM UNEQUIVOCALLY FOLLOWING INITIAL PROMOTION CONTACTS WITH TRADE ASSOCIATIONS, GOE AGENCIES, AND PRIME PROSPECTS.

2. TENTATIVELY PLAN TO HOLD EXHIBITIONS IN REDESIGNED "U.S. COMMERCIAL OFFICE" IN CONGEN BUILDING. WOULD UTILIZE UNOCCUPIED "DISPLAY ROOM" SPACE, POSSIBLY AUGMENTED BY COMMERCIAL LIBRARY AREA. BELIEVE ADAPTATION THIS SPACE MORE ADVISABLE THAN RENTING OR BORROWING LARGE HALL AS ATTENDANT PUBLICITY WOULD SERVE TO EMBELLISH CONGEN'S REPUTATION AS "MARKETPLACE" SERVING PROSPECTIVE BUYERS OF U.S. PRODUCTS. ALL OTHER LOGISTIC SUPPORT CITED IN REF. (C) CAN BE PROVIDED FROM POST RESOURCES.

3. FOR USDOC, ACTION REQUESTED:

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A. AIR POUCH TO GUAYAQUIL COPIES ANY BACKGROUND DOCUMENTS SENT

TO OTHER SITES, E.G., PLANS PACKAGE, MARKET PROMOTION A/G OR EQUIVALENT, NAMES AND ADDRESSES EXHIBITORS, BREAKDOWN OF END-USER INDUSTRIES BY PRODUCT GROUP, IDENTIFICATION OF AGENCY-SEEKERS, ETC., AND (B) SOLICIT FROM EXHIBITORS NAMES AND ADDRESSES AGENTS CURRENTLY RESPONSIBLE FOR ECUADOREAN MARKET AND FORWARD RESPONSES TO POST.

4. FOR BUENOS AIRES, ACTION REQUESTED: (A) PLEASE SEND SAMPLES OF ALL PROMOTIONAL MATERIALS VIA AIR POUCH AS SOON AS PRINTED, INCLUDING CATALOG DIRECTORY OR "INDEX", MAILERS, FORM LETTERS, INVITATIONS, ETC.; SINCE GUAYAQUIL EVENT IS BEING STAGED WITH MISSION FUNDS, WE MUST ADAPT AND BORROW YOUR PRINTING PACKAGE TO EXTENT PRACTICABLE. (B) AIR FREIGHT CATALOGS WITH FOLLOWING MARKS:

"CONSULADO GENERAL DE LOS EE.UU. DE AMERICA, GUAYAQUIL. CONTENIDO: MATERIAL DE EXHIBICION"; LABEL EACH PACKAGE AND NUMBER SERIALY. DOCUMENTATION REQUIRED: AIRWAY BILL IN ORIGINAL AND FOUR COPIES AND SHIPPER'S STATEMENT CERTIFIED BY ECUADOREAN CONSUL TO EFFECT THAT MATERIAL BEING AIR FREIGHTED IS FOR EXHIBIT AND OF NO COMMERCIAL VALUE.

SUGGEST YOU ROUTE VIA BRANIFF, ASKING THEIR BUENOS AIRES OFFICE TO INFORM THEIR GUAYAQUIL OFFICE ROUTING BY TELEX. IF POSTERS, SIGNS, SHELF LABELS, TRADE JOURNALS AVAILABLE, FORWARD ALONG WITH CATALOGS.

5. REQUEST ALL TRAFFIC RE GUAYAQUIL EXHIBITION BE SENT ACTION GUAYAQUIL, INFO QUITO. MOREOVER PLEASE INFO GUAYAQUIL AND QUITO ON ANY SUBSTANTIVE TRAFFIC SENT ACTION MONTEVIDEO OR BUENOS AIRES (E.G. CHANGES IN SHOW CONTENT OR SCHEDULE, PROMOTION SUGGESTIONS).  
DEWITT

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## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
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**Decaption Date:** 01 JAN 1960  
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**Reference:** A) STATE 017841; B) BUENOS AIRES 690  
**Review Action:** RELEASED, APPROVED  
**Review Authority:** kelleyw0  
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**Review Content Flags:**  
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**TAGS:** BEXP, AR, UY, EC  
**To:** BUENOS AIRES  
**Type:** TE  
**Markings:** Declassified/Released US Department of State EO Systematic Review 30 JUN 2005